



TRACE SPORTS ACCELERATES ITS EXPANSION AND LAUNCHES IN MEXICO ON CABLECOM

TRACE Sports, the first channel dedicated to sports celebrities, has launched in Mexico on the 4th largest Mexican cable operator: CABLECOM.

The channel is launching in both SD and HD formats on the «Digital 3.0» and « HD » packs.

Cablecom is the first Mexican operator to launch TRACE Sports following the agreement signed between TRACE and Productora y Comercializadora de Televisión (PCTV) for the distribution of the channel in Mexico.

TRACE Sports is the first channel exclusively dedicated to sports celebrities and their private lives, bringing fans up-close-and-personal with world famous sports stars such as Javier Hernandez, Lionel Messi, Lorena Ochoa, Diego Maradona or Lebron James.

The channel allows viewers to gain exclusive access to top-flight athletes through exclusive profiles, gossip, and entertainment shows.

TRACE Sports' CEO Laurent Dumeau said:

« TRACE Sports is a channel for sports fans and individuals wanting to get an insider's look at their favorite champions. Launching TRACE Sports in Mexico was a priority for us as Sport and sports celebrities play a key role There. The launch on Cablecom, one of Mexico's largest operators, shows the relevance of our concept in this country. Following the agreement signed between TRACE Sports and PCTV, new distribution deals in Mexico will be announced shortly. »

Marcelo Saccaggio, Cablecom Commercial Director, commented:

« TRACE Sports is a great complement to sports channels currently broadcast by Cablecom. The launch of TRACE Sports reinforces Cablecom's strategy to broadcast high quality channels that bring premium content and added value to its subscribers. »

ABOUT TRACE:

Launched in 2003, TRACE is an independent brand and media group active in two fast-growing segments of the entertainment industry: music and sports. TRACE has developed 4 successful pay-TV and digital platforms, which are available in 160 countries to more than 80 million subscribers.

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